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Word Processing

Word Processing Systems Management Seminar

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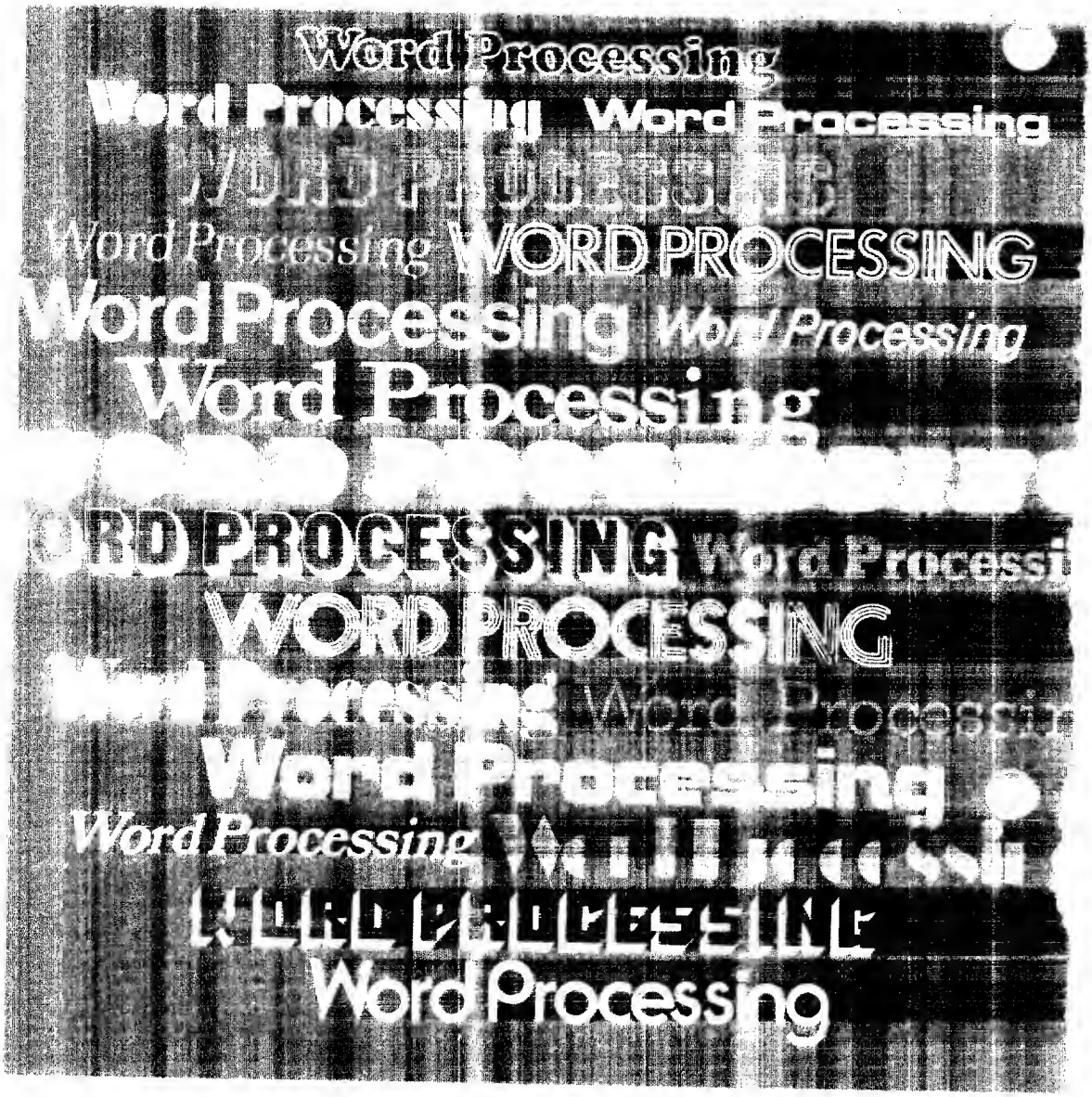

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Opportunity: Word Processing

Word Processing—a relatively new term in the business world's lexicon. And, paradoxically, the term poses both the problem and the solution.

This brochure, titled "Word Processing Systems/Management Seminar", describes a curriculum that offers a solution to the problem of processing words through:

- maximum utilization of your people
- implementation of new and efficient procedures
- utilization of IBM Word Processing equipment

Through your Word Processing Manager's participation in this seminar, IBM is pleased to share its systems and procedures knowledge. Moreover, this seminar will address systems design and operations directed toward better secretarial support for management and staff.

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Commitment and Support:

Your commitment to Word Processing begins with your selection of a Word Processing Manager.

IBM's support begins the moment that Manager arrives at Dallas for our comprehensive Word Processing Systems/ Management Seminar.

Our staff will conduct presentations as well as group exercises and discussions. Your Word Processing Manager will share these learning and teaching experiences with other managers during informative and stimulating seminars.

And so the teamwork begins, with our shared assurance that on completion of the seminar, your Word Processing Manager will have the confidence and expertise to implement and manage a successful Word Processing System in your organization.

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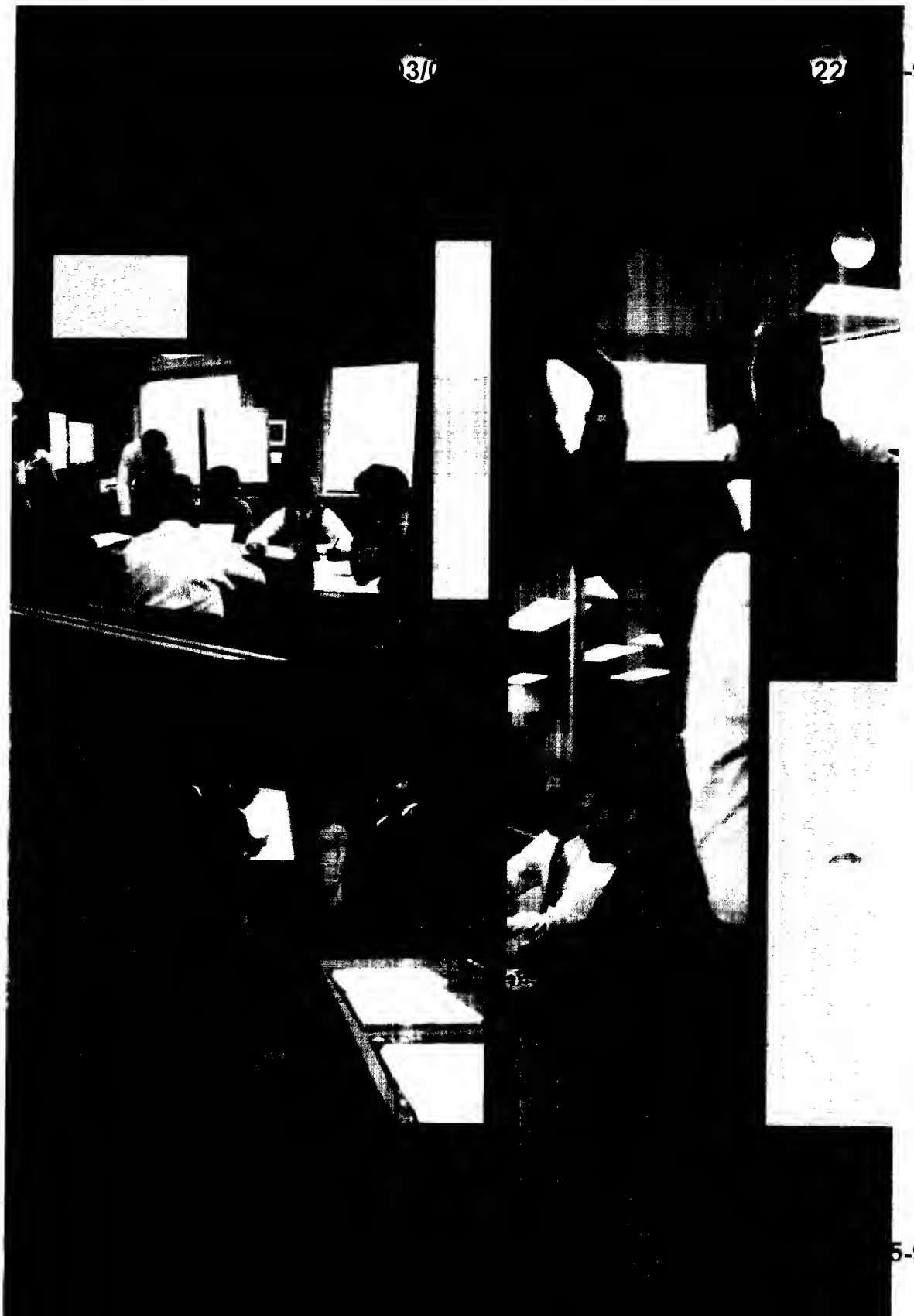

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Curriculum:

An outline for a comprehensive learning/teaching experience.

The IBM Word Processing Systems/ Management Seminar has been designed to give your Word Processing Manager a thorough understanding of the Word Processing concept . . . from its inception to its full implementation.

At the conclusion of the seminar, that person will emerge with all the management techniques needed to implement and manage a Word Processing System to meet your organization's needs.

The seminar curriculum is outlined below.

- What is a Word Processing System . . .
- How does it work . . .
- How to organize a Word Processing System study . . .
- How the correspondence study is conducted . . .
- How your Word Processing Manager conducts the administrative study . . .
- How to design a Word Processing System . . .
- How the Word Processing System affects the roles and responsibilities of people . . .
- How to introduce the Word Processing System to your organization . . .
- How to design the Word Processing System facility . . .
- How the Word Processing System is implemented, operated, evaluated and refined . . .
- Word Processing Supervisor Seminar Overview/Supervisor selection . . .

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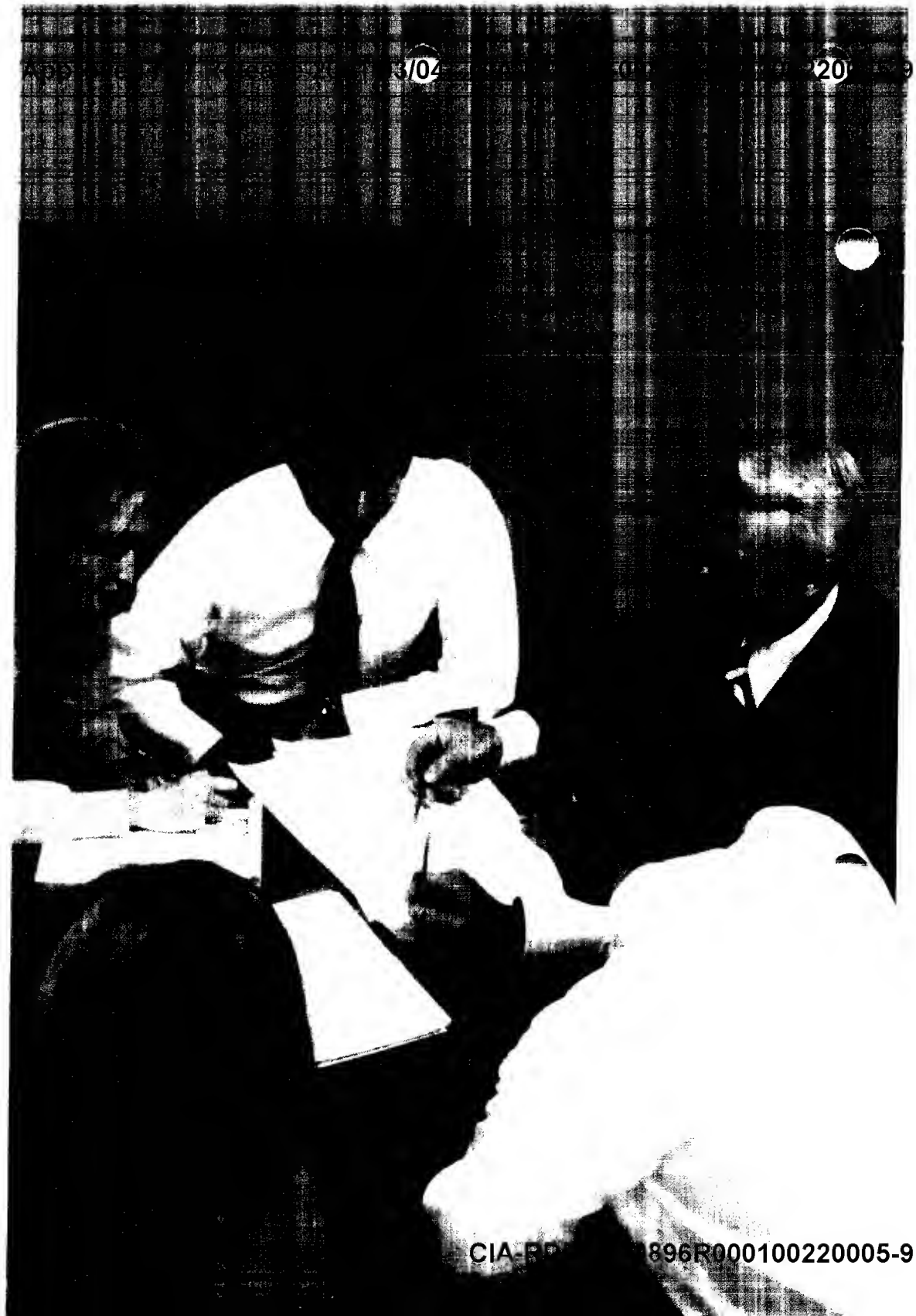

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To The Word Processing Manager:

Some Notes on Your Attendance at the Word Processing Systems/Management Seminar.

The Management Seminar has been designed as an educational experience . . . one in which your participation is every bit as important as ours.

It's not just a series of "how-to" lectures. And it won't produce a sheaf of "how-to" notes.

Instead, the Management Seminar will help you develop your own skills to plan, manage and administer your firm's transition into systemized Word Processing. And it will give you an opportunity to develop and practice these skills in a congenial, constructive and comfortable atmosphere.

Our aim is to prepare you fully to oversee your company's Word Processing changeover. And to do that, we've assembled a faculty with extensive in-the-field experience. You'll also meet with other Word Processing Managers, eager to share their experience and expertise with you. As a result, you'll be learning for yourself . . . and from one another.

The program will include a series of candid interviews and actual case studies, supported with films, slide presentations, dimensional sound and video tape. An important phase of the schedule will be group discussion in which you'll have an opportunity to participate, assuming the role of a Word Processing Manager.

The entire program is designed to get you involved . . . and keep you interested in a new approach to the processing of words. At its conclusion, you will be surprised at the ground you have covered and the knowledge you have gained.

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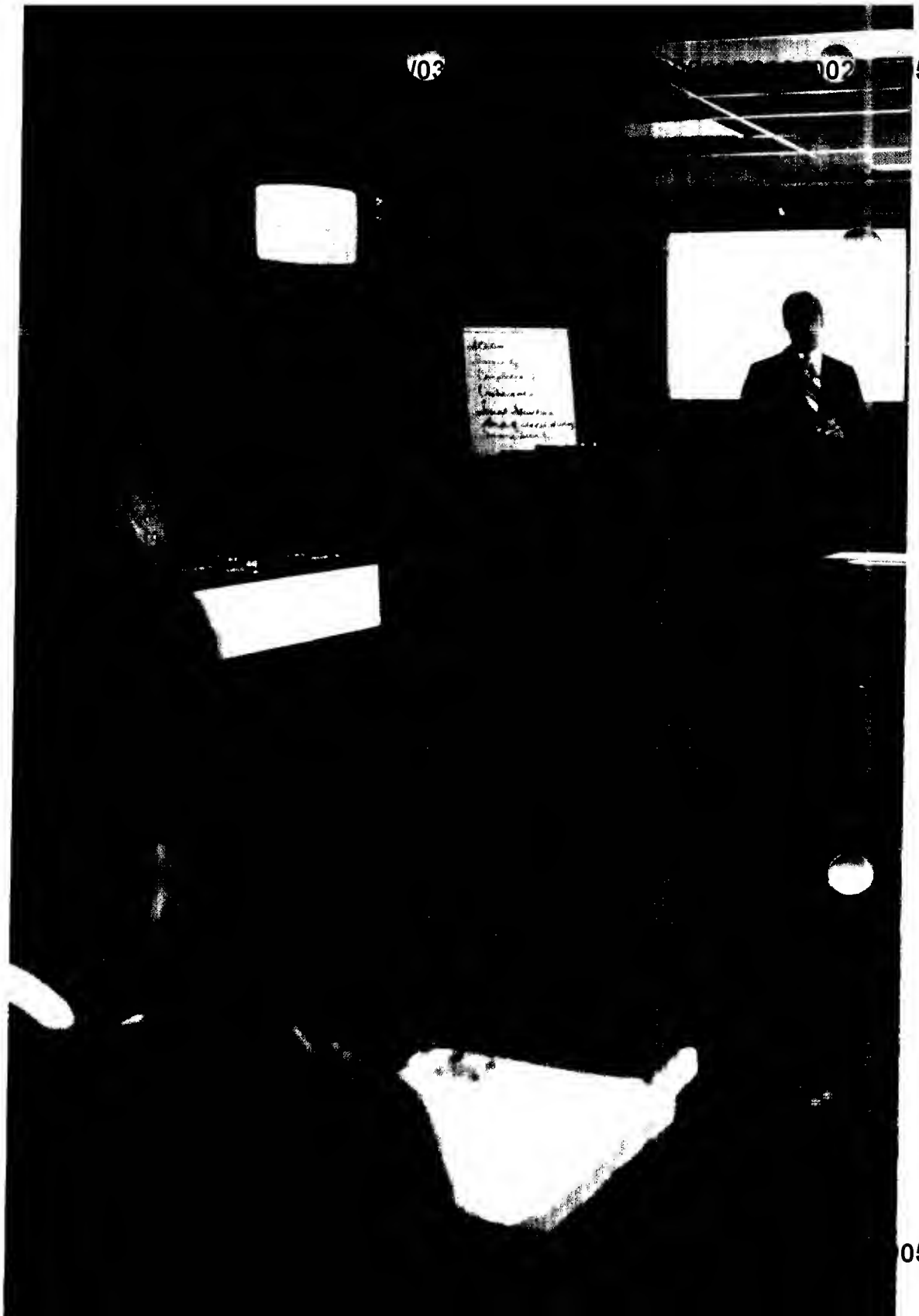

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